

# HASTINGS XX-RAY

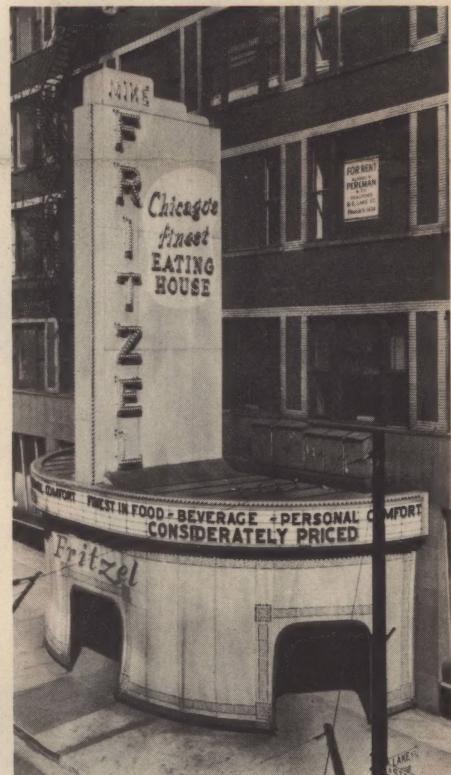
FALL, 1951

Devoted to the Interests of All Gold Leaf Users and  
the Dealers and Sales People Who Serve Them.

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PACK 25, Book 2

## "RAISED LETTERS"



Illustrations through the courtesy of Spanjer Bros., Inc., Chicago, Ill.

What's with Raised Letters? Just this! When combined with appropriate contrasts, they represent a versatility of expression that even Milton Berle couldn't begin to duplicate — another way to raise gold!

Look carefully at the three photographs on this page. Compare them from the angle of (1) Simple Charm, (2) Hard-hitting publicity, (3) Institutional reminder.

Take photo A for instance (and this one, by the way, won the "Best of the Month" contest as featured in the July, 1951, issue of Signs of the Times). It was chosen because "the use of gold script was the outstanding solution to represent this type of establishment."

Installed by the TRIANGLE SIGN COMPANY of Chicago, the letters are approximately 49" and 20" high and 1½" thick, round faced and finished in gold leaf.

Now take a look at photo B, the Schlitz sign. About 25 of these signs have been installed by GENERAL OUTDOOR ADVERTISING CO., by the CREAM CITY OUTDOOR ADVERTISING CO.,

in Milwaukee, Wisconsin. The job is attention getting.

The raised letters are 21" and 15" high, made from 1½" kiln dried white pine, round faced, finished in gold leaf. The word Schlitz is about 6' high, made from 1½" stock but painted in white enamel. The Schlitz globe is cast in aluminum made in relief. You can't find many more attractive product reminders than this sign.

Photo C is an unusual sign, visible from afar by day and illuminated by night. The picture showing *Gold Leafed Letters* reading, "Chicago's Finest Eating House" is interesting, we believe, as they show gold leafed letters used on a large electrical sign. The Raised gold lettering at night is made visible through means of a spotlight. This job was installed by WHITEWAY ELECTRIC SIGN CO. of Chicago.

All three of these signs show a versatility and imagination. We congratulate the sign companies who originated these signs and thank Spanjer Bros. for calling our attention to them.

This is the 73rd issue of

## HASTINGS XX-TRA

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Hastings & Co., Inc., was founded in 1820 by Dr. John Hastings and has continued for over 131 years in the control of the Hastings family.

PACK 25 FALL 1951 BOOK 2



### Glass Gilding

#### CLEAN IT AND KEEP IT CLEAN

"... always make sure that the glass and everything else connected with the job is thoroughly clean . . ."—Gilders' Tips.

This admonition cannot be emphasized too strongly; and in view of some recent questions and comments, we add: keep it clean. This refers to the interval between the cleaning of the glass and the application of the water size or varnish for matte center work particularly in any location using chemicals in connection with some method of reproduction, including the processing of photographic plates and film.

Silver leaf is exceptionally vulnerable to the hypo and silver nitrate released from the fixing tanks.

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### GOLD LEAF IN ROLLS

Once a necessity, now the choice of many sign men and decorators for faster gilding, Gold Leaf in rolls is certainly gaining in popularity.

One of the outstanding and little thought-of features of Gold Leaf in rolls is the elimination of one-half of the "lap" problem. In figuring covering capacity, it is only necessary to figure the loss inlapping on one side of the roll. The laps are already made in the manufacture of the roll. The actual covering capacity of a 1" roll, 67' long (all rolls are standard with 67 lineal feet of gold per roll) is a little over 5½ square feet (5.58 square feet). With rolls available up to 3¾" in width, it is a simple matter to figure the number of rolls required for any job.

For striping on glass, rolls up to ¾" wide can be used about the same as a snap line and in lengths up to 18". That is an economy in time that can't be overlooked.

For curve surfaces, such as are usually found on raised wood letters, the wider rolls can be used by rolling them across the vertical stroke of a letter.

Your dealer will be glad to stock the most popular sizes. He also can give you speedy service on any width not regularly stocked.

### DON'T THROW IT AWAY—

### Be A Gold Thrift



### Save Your GOLD WASTE AND COTTON

Remember, waste gold in any form is valuable — more valuable than most people think. Don't throw yours away. Bundle it up and send it to us. We'll pay you for every bit of gold recovered. Please put your name and address on the inside as well as the outside of your package. The recovery of gold is a vital part of our own operations so you will benefit by our experienced methods.

## BUY FROM YOUR DEALER AND DON'T BUY "JUST AS GOODS"

We at Hastings and your Hastings dealer have the gold you want — when you want it, in spite of conditions.

There is no reason to accept a substitute for Hastings' Gold Leaf, for our facilities are such as to enable us to take care of our friends and customers promptly, in spite of the continued extra heavy demand for Hastings.

There has been and will be no relaxation in the care that has made Hastings' Gold Leaf the standard for 131 years. You can be sure that each and every pack of Hastings' 23 Karat Gold Leaf is the true, exact XX Deep shade, that each and every book is of uniform quality, the leaves cut full, and full count.

Don't look for premiums or coupons, as the cost of the tobaccos blended in CAMEL Cigarettes prohibits the use of them.

MANUFACTURED BY  
R.J.REYNOLDS TOBACCO CO.  
WINSTON-SALEM, N.C.U.S.A.



### THINGS AREN'T WHAT THEY SEEM SOMETIMES

Things aren't what they seem—sometimes!! Look at the back of a pack of Camel Cigarettes. Count the number of times the letter "e" appears in the printed text including the signature. How many are there? Count 'em again! How many?

If you counted them correctly, the first time go to the head of the class — you're one in a dozen. Bet your friends a pack of cigarettes that they can't count the "e's" correctly. You'll keep yourself in cigarettes for a long time.

However, remember this! You can always count correctly on Hastings' products and service. We're in business to help your business.

### New Address Chicago Office

In order to serve our customers better, we have moved our Chicago office location to 330 South Wells Street, Chicago 6, Ill.

Close to the post office and all transportation facilities, complete stock of all our products is maintained here for your convenience. Please mark your records accordingly.

# WELL—YOU ASKED FOR THEM!



WE RECOMMEND HASTINGS GENUINE 23K GOLD LEAF		
Quantity	Plain	Imprinted
100	\$3.00	\$4.00
200	5.00	6.50
300	7.00	9.00

*Order a Quantity Today!*



## PUT YOUR BEST FOOT FORWARD

The attractiveness of your store or office is of first importance as competition increases. If your inspection discloses faded, shabby, weather-worn signs or window lettering, it may be costing you customers. Brighten up! Sharpen up! We'll be glad to make recommendations for your signs or lettering, and give you an estimate. No obligation—call or write—

Genuine gold will add dignity and rich luster to your signs and lettering. Its wearing qualities are unequalled. We'll be glad to explain how we can give your signs new brilliance with Hastings 23K Gold Leaf.

*Order a Quantity Today!*

Here they are again—Hastings' Sales Getters to send out as special mailings or as envelope stuffers to your prospects and customers. They evidently bring in business because a surprisingly large number of our sign painters have requested that we make them available again. We help bear the cost.

3 colored Postcards  
Red, Green, and Black on Manilla Card  
Your share of the Cost includes Postage

Quantity	Plain	Imprinted
100	\$3.25	\$4.65
200	6.25	7.95
300	9.25	11.25

*Order a Quantity Today!*

2 colored Postcards  
Green and Black on Manilla Card  
Your Share of the Cost includes Postage

Quantity	Plain	Imprinted
100	\$3.25	\$4.65
200	6.25	7.95
300	9.25	11.25

*Order a Quantity Today!*



## OVER 8,000,000 TRUCKS ON THE ROAD IN 1951

Whether it's a mighty Fire Truck, with its brilliant red setting off the usual gold lettering and decorative designs or one of the almost countless Delivery and Service Trucks with their more conservative color scheme,

doing their daily chores; the opportunity is ever present for unusual and striking sign work to enhance their appearance and do a real advertising and good will job. Get your share of this profitable business!

### *Gilder's Tips*

#### GLASS GILDING—CLEAN IT AND KEEP IT CLEAN

*Continued from page 2*

but the biggest pitfall is the film deposited on the glass which interferes with good adherence of paint or water size.

Where unusual concentrations of fumes persist,

it would not be wise to do any kind of glass work until all gasses or fumes are eliminated. When such concentrations prevail, after the work has been finished under satisfactory conditions, it is suggested that a coat of wax (not the water soluble type) be applied before the job is exposed to the harmful fumes. The customer also should be advised to rewash as often as necessary.

## *50 Year Club Members Welcome!*

Only three of you this issue but it's not many who celebrate their Golden Wedding anniversaries.

The names listed below are those who have been users of Hastings' products for 50 years or more.

Tate Sign Shop  
Greenville, Pa.

P. A. Jermyn  
Bethlehem, Pa.

Edward F. Puetz  
Wapakoneta, Ohio



## FROM THE MAIL BAG

Geo. E. Bottcher of Troy, Pennsylvania, writes us "I've gilded red granite tombstones, church crosses, glass windows, and outdoor signs, among other things; and guaranteed the Hastings' 23 karat gold for 20 years against tarnish since 1908. I'll never use anything else — that's all I buy."

Did this letter set us up? I'll say it did! Thanks Mr. Bottcher. You're a real friend.



Here's a father and son combination that's a pip. Tahlor Kent of Long Beach, Calif., writes us "My father still keeps an eagle eye on me. He was active in the sign business for well over 60 years. With my lettering experience of 28 years, that's a combination of 88 years in one family. There were great artists in the good old days and we've used many a book of 'Hastings' and have always found the quality the best. We like your XXtra for its pointers." Thank you Mr. Kent. May your grandchildren write a similar letter!



Mr. C. Burke of Sycamore, Ill., writes asking for a copy of Gilders' Tips. "Have used your products since '34 and I still like to read someone else's ideas on my line of work. Keep the XXtras coming . . ." We sure will Mr. Burke. Three more years and you'll be a member of our 30 year club. We'll be glad to welcome you. Thanks for writing.



Mr. H. H. Smith of Tunkhannock, Penna., wrote us recently, "Dear Friends" and he underlined the word *Friends*. That's the way we like to have our customers feel about us for we appreciate *your friendship* and loyalty to Hastings, sincerely. Mr. Smith has just become a member of our 30 year club.



Mr. Harry Paap and his son Kenneth Paap of Milwaukee, Wisconsin, wrote us "Thanks for the XXtra. We like to read every word. Have used your gold for 43 years and it helps us do good work" — Here's another father and son combination which does credit to the Industry. We understand if son Ken-

neth is as good a gilder as his father the gilders trade has nothing to fear for the future.



A letter arrived last month from Mr. Ben Jones of Salt Lake City, Utah, and we quote, "Have used Hastings' Gold Leaf for better than 25 years. At the present time I am the instructor in a sign and pictorial painting class. In October we take up the study of Gold Leaf in all its phases — Please send me a dozen copies of your Gilders' Tips, and I'll see they're used properly by my beginners, as I realize the importance of a good start." Mr. Jones' reputation is such that we know his students are lucky to have such a good instructor. We at Hastings feel lucky that we have such a loyal Gold Leaf booster in Mr. Jones. Thank you, sir!



Here's a letter on sales helps. Mr. Arthur Hein of Fresno, California, writes us, "I've gone back in my files to the year 1938 and have used your products and your sales helps ever since. . . . I can't overlook the fact that they promote business and tell my prospects I use the best and that the best product is Hastings. I'd be interested in more sales helps." . . . This letter speaks for itself. Mr. Hein is building up a lot of new business for himself and so are hundreds of other Hastings users. Thanks Mr. Hein for your nice letter.



Fred Ketchel, H. L. Abernathy, Clarence R. Emery

## GILDING THE LOBBY

When Union Contractor H. L. Abernathy was awarded the job of decorating the lobby of the American National Bank Building, Vincennes, Indiana, he used the very finest materials and obtained his Hastings Gold Leaf from McKinley Paint and Wallpaper Store of that city. We quote —

"The following is a description of the colors used for the background of the Gold Leaf. The colors with the Gold Leaf are beautiful. Ceiling panels were done in gray ivory; sidewalls, turquoise with yellow green cast. There is a one inch white line inside

the ceiling panels above the dental blocks and a one half inch gold line below. The capitals are gray green glaze. The scrolls, tips and veins of the camphus leaves are gold. The effect is beautiful."

Any jobs like this going begging in your city?



## A SHORT STORY

*Doctor Takes Own Medicine  
or  
Baker Sells His Cake and  
Eats It Too*

Baker the sign man of Race Street, one of Philadelphia's busiest and largest sign painters advertises his business to the thousands passing daily down this main artery to the Camden Bridge, by means of a sign of graceful Gold Leafed raised letters which combines his name and type of business (good advertising, that). Specializing in all types of signs, Baker the sign man has used Hastings Gold Leaf almost exclusively for his gold jobs for the past 30 years.

## 30 Year Club

Welcome into the fold you mythical 30 Year Club members! It's proud we are to have you with us. (The names listed below are those who have been users of Hastings' products for 30 years or more.)

Tom Bird, Oak Park, Ill.; R. J. Schuld, Santa Barbara, Calif.; M. J. Zender, Uaucau, Wis.; Carl W. Ulke, Richmond, Ind.; Bower High, Miami, Fla.; Arthur H. Davidson, Indianapolis, Ind.; Lee Hutton, Oak Park, Ill.; H. H. Smith, Tunkhannock, Pa.; Earl D. Lowe, Cambridge, Ohio; H. Embich, Detroit, Mich.; Jos. F. Bowen, Princeton, N. J.; Harry Paap, Milwaukee, Wis.; J. E. Larabee, Allston, Mass.; Fred Aylor, San Jose, Calif.; Dick Dietz, West Hollywood, Calif.